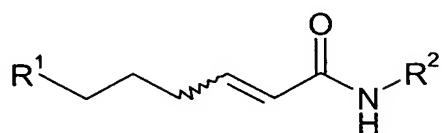


Claims

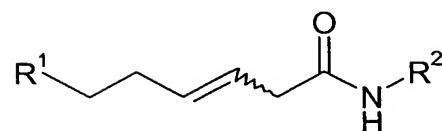
1. Use of an alkenecarboxylic acid *N*-alkylamide of the formula



(3a)

5

or



(3b)

or of a mixture of two or more compounds of the formula (3a) and/or (3b),

10

wherein, in each case

R^1 represents an alkyl radical

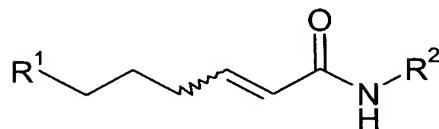
and

R^2 represents a lower alkyl radical,

as (i) a piquant substance and/or (ii) for generating a sensation of heat on consumption, regardless of the temperature of the alkenecarboxylic acid *N*-alkylamide, and/or (iii) for intensifying the flavour of ethanol and/or (iv) for imitating the flavour of ethanol and/or (v) for inducing salivation.

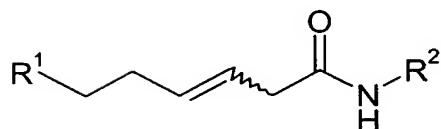
5

2. Use according to claim 1 in a formulation for nutrition or consumption for pleasure.
3. Use according to claim 1 or 2 in a formulation for oral hygiene.
4. Formulation for nutrition, oral hygiene or consumption for pleasure or cosmetic or dermatological formulation, comprising an active 10 amount of an alkenecarboxylic acid *N*-alkylamide of the formula



(3a)

or



15

(3b)

or of a mixture of two or more compounds of the formula (3a) and/or (3b),

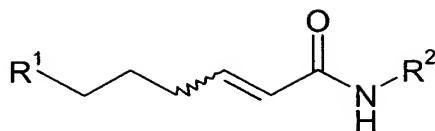
wherein, in each case

R^1 represents an alkyl radical

5 and

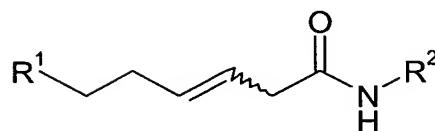
R^2 represents a lower alkyl radical.

5. Formulation according to claim 4, comprising at least one further piquant-tasting and/or heat sensation-generating and/or salivation-inducing substance.
- 10 6. Formulation according to claim 4 or 5, comprising at least one piquant-tasting and/or salivation-inducing plant extract.
7. Formulation according to one of claims 4 to 6, comprising at least one substance which causes a physiological cooling action.
- 15 8. Formulation according to one of claims 4 to 7 in the form of semi-finished goods.
9. Formulation according to at least one of claims 4 to 8 in the form of odoriferous, aroma or flavouring substance compositions or a seasoning mixture.
- 20 10. Formulation having a flavour reminiscent of the flavour of ethanol, comprising an active amount of an alkenecarboxylic acid N -alkylamide of the formula



(3a)

or



(3b)

5

or of a mixture of two or more compounds of the formula (3a) and/or (3b),

wherein, in each case

R¹ represents an alkyl radical

10

and

R² represents a lower alkyl radical,

15

as (i) a piquant substance and/or (ii) for generating a sensation of heat on consumption, regardless of the temperature of the alkenecarboxylic acid *N*-alkylamide, and/or (iii) for intensifying the flavour of ethanol and/or (iv) for imitating the flavour of ethanol and/or (v) for inducing salivation, and optionally an active amount (i)

of a further piquant-tasting and/or heat-generating and/or salivation-inducing substance and/or (ii) of a piquant-tasting and/or salivation-inducing plant extract.

11. Formulation according to claim 10, wherein the flavour reminiscent of the flavour of ethanol is largely determined by the amount of alkenecarboxylic acid *N*-alkylamide(s).
- 5 12. Formulation according to claim 10 or 11, wherein ethanol is present at most in an amount of 0.5 wt.%, based on the total weight of the formulation.
- 10 13. Use of 2*E*-decenoic acid *N*-isobutylamide and/or 2*E*-decenoic acid *N*-(2-methylbutyl)amide as agents for promoting saliva.